# STAGE 2 DESIGN AND TECHNOLOGY

# Communications Products - ART & DESIGN

ASSESSMENT TYPE 3

FOLIO

INVESTIGATION

# SCHOOL: 919

# STUDENT:

DESIGN BRIEF

I1 Identification of a need, problem, or challenge.

Identify a need, problem, or challenge (why)

WHY - does the world need you to make this product?

I2 Creation and validation of an initial design brief based on needs analysis and task identification.

Design Brief

WHAT- Describe your product

WHO - Who is it for? (the target audience – youth, old people)

HOW- How will it be developed (programs i.e: – Photoshop, InDesign, IMovie)

WHAT ELSE - What other criteria do you have? (flexible /adaptable / bright & colourful)

COMPARE

I3 Investigation and critical analysis of the characteristics of existing products, processes, systems, and/or production techniques.

# awareness campaigns

Compare similar products, production techniques / materials

* Collect 4 examples of awareness campaigns (products)
* Paste images of the products into this page
* Try to relate the campaign to your planned product (Awareness Campaign)
* Try to include at least one film example
* 400 words total – 100 words each campaign

## **About (who made it, when, where, why, web link)**

MATERIALS (how was it made, photograph, photoshop etc)

VISUALS (what does it look like describe it)

line, shape, tone, texture pattern, and colours , graphics and visual cues white space, and visual elements

TYPOGRAPHY (how are the fonts used, big headings, small information)

STRENGTH

WEAKNESS

INTERESTING

Material options

I4 Investigation of product material options and analysis for product use.

# PROGRAMS

* PHOTOSHOP
* ILLUSTRATOR
* INDESIGN
* IMOVIE
* APPS AND ONLINE EDITORS

# TYPOGRAPHY

# PATTERNS

# BACKGROUNDS

# MAIN IMAGE OPTIONS

# MUSIC OPTIONS

IMPACT

I5 Investigation into the impact of products or systems on individuals, society, and/or the environment.

How will your product have an effect on individuals,

society (community) or the environment.

|  |  |  |  |
| --- | --- | --- | --- |
|  | INDIVIDUALS | SOCIETY | ENVRIONMENT |
| POSITIVE IMPACTS |  |  |  |
| NEGATIVE IMPACTS |  |  |  |

REFERENCES: